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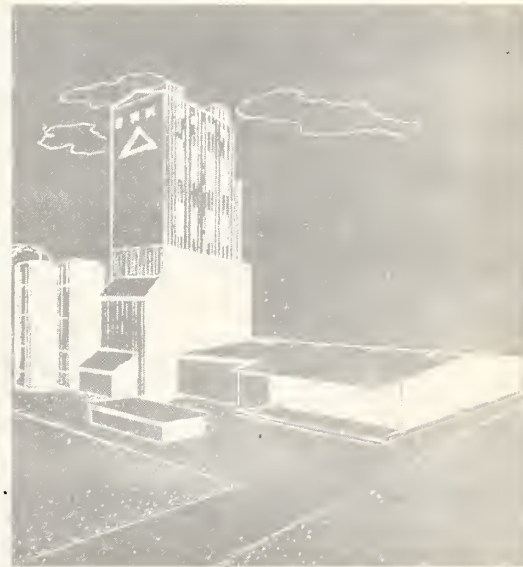
# LAND DEVELOPMENT PLAN



## FARMVILLE, NORTH CAROLINA



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The preparation of this report, was financially aided through a Federal grant from the Urban Renewal Administration of the Housing and Home Finance Agency, under the Urban Planning Assistance Program authorized by Section 701 of the Housing Act of 1954, as amended.



PREPARED FOR:  
THE TOWN OF FARMVILLE

Joseph D. Joyner - Mayor  
Harold Allred - Clerk & Treasurer

TOWN BOARD OF COMMISSIONERS

Dr. S. J. Aycock, Jr.  
Tommy Lang  
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T. W. Willis, Ex-officio

TECHNICAL ASSISTANCE PROVIDED BY:

Division of Community Planning  
Department of Conservation and Development  
State of North Carolina

George J. Monaghan - Administrator  
John A. Donnelly - Chief Area Planner

PROJECT STAFF:

Stephen Davenport, Planner  
Lindy Wiggins, Draftsman  
Ira Petty, III, Draftsman  
Barbara L. Woods, Secretary  
James Maxwell, In Charge of Printing

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## TABLE OF CONTENTS

	Page
PLANNING AND THE PUBLIC INTEREST	1
BACKGROUND	3
PLAN DESIGN	21
PUTTING THE PLAN TO WORK	30

## MAPS

	Follows Page
GENERALIZED EXISTING LAND USE	14
AVERAGE DAILY TRAFFIC FLOW	15
PLANNING DISTRICTS	16
SUBSTANDARD HOUSING AND UNPAVED STREETS	17
CBD LAND USE	19
DEVELOPMENT PLAN	29



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## PLANNING AND THE PUBLIC INTEREST

A Land Development Plan for a community is a system of goals and guidelines through which the community's future growth, development, and change may be directed toward designing an environment of more desirable dimensions. A good Plan must recognize the democratic ideals of individual dignity and the protection of the individual through the promotion of the public welfare. The Plan must be beneficial to the public, yet it cannot pretend to please everyone in equal measure.

Individuals are not always acutely aware of the public welfare as they pursue their personal, social and economic activities. In reality, perhaps they cannot be expected to; for the immense complexities of modern life tend to press the individual farther and farther away from the panorama of the forest and more and more toward the view of only one tree. In this sometimes hectic race to make a living and to live the life, there is a natural tendency to seize opportunities where one finds them, sometimes without regard to the peace and security of the public interest. When those random activities involve the use of land, the over-all result is likely to be a confused, less desirable environment, affecting the public welfare as well as individual dignity.

What is logically called for, then, is a system or guide, or Plan if you will, through which individual and public efforts can be directed toward a desirable arrangement of things, effecting results beneficial for both the public and the individual. The Land Development Plan approach is designed to accomplish just that. The Land Development Plan inherently recognizes that the corporate community depends upon individual enterprise and that individual enterprise is dependent upon the corporate community. It attempts to create an atmosphere of trust and stability as if to say, "Go ahead and hustle as hard as you wish; here is a system that will direct each thing into its own place and one that



will help make your accomplishments as successful, beneficial and lasting as possible." The Plan recognizes the integrity of each legitimate community activity in terms of locational requirement and spacial arrangement, thus in the long run creating greater potential in each activity area.

#### SCOPE AND BASIS OF THE PLAN

The Land Development Plan is a proposal for the best arrangement of industrial, business, residential and public land uses that are expected to develop in the Farmville area by 1980. The Plan is based upon the simple premise that to give direction to the growth, development and change that will shape Farmville's future makes more sense than to risk random development which may be detrimental to the public welfare.

This Plan has been prepared by the Farmville Planning Board as part of its continuing program of community planning and specifically as part of its duty as outlined in the General Statutes of North Carolina, which authorize the appointment of Municipal Planning Boards:

...whose duty it shall be to make careful study of the resources, possibilities and needs of the town, particularly with respects to the conditions which may be injurious to the public welfare or otherwise injurious, and to make plans for the development of the municipality.

Economic and land use data used as basic information in developing this Plan was collected in extensive surveys during 1962 and 1963. This material, collected and analyzed by the Farmville Planning Board with the technical assistance of the Division of Community Planning of the State Department of Conservation and Development, is presented in the first section of this report as background information.





BACKGROUND

"If we could first know where  
we are, and whither we are tending,  
we could better judge what to do and  
how to do it."

Abraham Lincoln



## THE REGION

Farmville is located in the southwestern corner of Pitt County near the geographical center of North Carolina's Coastal Plain. Within a twenty-five mile radius of Farmville are located the cities of Goldsboro, Kinston, Greenville, Tarboro, Rocky Mount, and Wilson whose combined population equal 145,863. The six counties containing and surrounding Farmville--Pitt, Edgecombe, Wilson, Wayne, Lenoir and Greene--have a combined population of 335,960. This places Farmville at the hub of one of the most populous areas of the Coastal Plain. This six-county area has added 37,787 persons over the past decade and is projected for a 1980 population of 400,035.<sup>1</sup>

Agriculture - In 1960 none of these counties ranked below fifteenth among North Carolina's 100 counties in value of the production of the eleven principal cash crops of the State and Pitt County was the leader in the State.<sup>2</sup> In addition, the six-county average of \$6,723 ranked well above the North Carolina average of \$4,184 in value of farm products sold per farm in 1959.

The principal money crop of the area and thereby a mainstay of the economy is flue-cured tobacco accounting for over 43 per cent of the production in the twenty-nine-county Eastern Belt area. The value of tobacco sold on the markets of the six-county area in 1960 was \$117,284,000.

Production of tobacco on the Eastern Belt has decreased since 1955 from 515,125,000 pounds to 421,875,000 pounds in

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<sup>1</sup> IBM Computer output programmed by Dr. C. Horace Hamilton, N. C. State and Josef H. Perry, Division of Community Planning.

<sup>2</sup> The eleven principal cash crops are: tobacco, cotton, peanuts, Irish potatoes, sweet potatoes, corn, wheat, oats, soybeans, lespedeza, and hay.



1961. This has been the result of mechanization, production controls and other factors. Nevertheless, price has increased, mainly due to emphasis on quality, from \$53 per hundred-weight in 1955 to \$65.50 per hundred-weight in 1961. This has resulted in the 1961 crop bringing a greater return to area producers than the 1955 crop although 1961 production was less.

Mechanization, production controls, soil bank, emphasis on quality and other factors have combined to release a large amount of the area's labor force from the agriculture industry. This has been especially true in the past decade. Although agriculture remains as a substantial producer of wealth for the area, it does not offer the employment opportunities that it once did. In 1940, 47,848 persons in the six-county area were employed in agriculture accounting for 53.9 per cent of all persons employed. By 1950 the number of persons employed in agriculture had decreased to 42,006 (42 per cent of those employed) and by 1960 it had further decreased to 29,196 or 27.8 per cent of those employed.

Manufacturing - Although employment in agriculture decreased by 12,810 persons in the six-county area between 1950 and 1960, total employment increased by 4,923 persons. This occurred principally due to the fact that employment by area manufacturing firms increased from 10,896 in 1950 to 16,578 in 1960 - an increase of 5,682 employees. This emergence of manufacturing has placed it in a major role in the area's economic function. Manufacturing has not only taken up some of the slack caused by the displacement of workers in agriculture but it has also been a growth producing activity adding appreciably to the area's economic base. In addition, the emergence of manufacturing has been the major influence in the tendency toward increased urbanization in the area. For example, between 1950 and 1960 the population of the townships containing Farmville and the six cities within a twenty-five mile radius increased by 46 per cent.





By type of industry, major net gains in manufacturing employment during the decade were made in food and kindred products, textiles, chemicals, and apparel. Food and kindred products gained 1,276 employees; textiles, 1,140; chemicals, 893; and apparel, 843. Another major employer of area workers is furniture and wood products. Although it decreased during the decade from 3,039 to 2,051 employees, stability was gained by this industry with the formation of several substantial operations.

While much of the gain made by area manufacturing industries during the past decade can be attributed to expansion of existing industries, the primary impetus appears to have been provided by new industries. In a study of the period from 1955 to 1960, employment by area manufacturing industries ranged from a low in 1958 of 15,026 to a high of 17,047 in 1960. Of this increase of 2,021 employees in manufacturing between 1958 and 1960, 1,201 were added by 41 industries begun after 1955 and operating at the end of 1960. These new industries employed a total of 1,492 persons at the end of the 1955-1960 period.

Another important indicator of the value of manufacturing to the area's economy is that in 1958 the value added by manufacturing was \$119,239,000 - up \$39,445,000 over the value added by manufacturing in 1954. In addition, capital expenditures by area manufacturing industries in 1958 totalled \$8,304,000 as compared to \$5,239,000 in 1954.



## FARMVILLE - Population and Economy

Population - Farmville was incorporated in 1872 and by the census of 1880 had a population of 111 persons. During the next twenty years the town grew slowly and by the turn of the century, had a population of only 262. During the next two 20-year periods, however, Farmville experienced its most rapid growth. Between 1900 and 1920 Farmville added 1,518 persons and between 1920 and 1940 an additional increase of 1,200 persons added a total of 2,718 to the existing population of 262. These were important years in the development of the town for during this period the town assumed much of its character which has affected and will continue to affect the future development of the community. It is significant to point out that 66.7 per cent of the dwelling structures in Farmville were constructed prior to 1939.

The next decade, however, brought a reversal in the direction of the population of Farmville. The years of World War II saw many area residents leave to join the war effort and, finding opportunity elsewhere, many did not return to be counted in the 1950 census. The result was that Farmville in 1950 had 38 fewer residents than in 1940. As compared to 1940 the census of 1950 counted 23 fewer males 19 years and under, 50 fewer males in the age group 20-59 years and 49 more older males age 60 years of age. Females in 1950 presented a similar situation with 63 fewer females 19 years and under, 26 fewer females in the age group 20-59 years and 73 more older females age 60 years and older. As might be expected the construction of homes in this decade account for only 11.4 per cent of the total.

Although an annexation somewhat distorts the picture, the decade 1950 to 1960 saw an increase of 1,003 in Farmville's population. Of these, 725 live in an area annexed during the period. Nevertheless, the past decade saw the population once more begin to climb after having suffered a reversal in



the 1940-1950 decade. In addition new directions in the shape and form of the physical community were begun as evidenced by the construction of 21.9 per cent of the community's homes during the period.

Whether or not a new trend in population has been established after recovering from the reversal of 1940-1950 is speculative at this point. For instance, although Farmville in 1960 had 1,017 more persons (459 males and 558 females) than there were in 1940, in the age group 20-59 there were in 1960 only 120 more persons (45 males and 75 females) than were counted twenty years ago. In addition the 1960 census counted more older persons--347 more persons 60 years and older than were counted in 1940, and older persons made up 10.5 per cent of the 1960 population as compared to 4.5 in 1940. On the other hand, there were in 1960, 1,665 persons 19 years and under accounting for 33.3 per cent of the population as compared to 1,115 persons in this age group in 1940 accounting for 28 per cent of the population.

Based upon past trends Farmville Township's population is projected to increase from 6,435 in 1960 to 6,546 in 1970 and 6,727 in 1980.<sup>3</sup> The growth of Farmville within the area projected will be conditioned principally by:

1. The fact that Farmville will probably not grow larger in extent than Farmville Township. Therefore, the town's population will be less than 6,727 in 1980.
2. The extent of net in-migration to the town.
3. The settlement pattern of township residents (whether they cluster on the fringe of Farmville or settle into outlying areas).
4. The annexation policies of the Town. An estimate of the town population based upon past performance and township projections is for 4,440 in 1970 and 4,911 in 1980.

It should be reiterated that the above estimates of town and township populations are based entirely upon past

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<sup>3</sup> IBM output op.cit.





trends and only what will occur if pre-1960 trends continue.

Actually, the future directions of the community's population might well depend upon whether the economic opportunity is provided to retain the young people (or their replacements) in the community or whether they will migrate elsewhere in search of economic opportunity and not be replaced by counterparts. In order to allow these young people the opportunity of remaining in the community (or in order to attract young people from outside) jobs for men must expand constantly to support new family heads and sustain the old while at the same time absorb teenagers entering the labor force. The economy and the population will not basically progress unless economic growth is in jobs for men.

Economy - Farmville's economy is principally based upon two activities--retail trade and manufacturing--both of which are strongly dependent upon Farmville's function as a tobacco marketing center. The Farmville tobacco market opened in 1904 and since then has been the dominant influence in the community's economy although recent trends point toward a greater balance in the economic forces with the addition of non-tobacco related industries.

The peak in tobacco warehouse sales during the past two decades was reached in 1946 when the market with 377,000 square feet of sales area sold 31,404,100 pounds of tobacco. With the same amount of sales area the 1950 and 1955 markets sold 25,711,400 and 30,386,200 pounds respectively. In 1956, 275,000 square feet of new sales area were added; however, three of the twelve warehouses remained inactive and on 500,000 square feet of sales area, 26,750,000 pounds were sold. The 1961 season warehouse sales handled 23,990,378 pounds for area producers bringing over 15.3 million dollars for their tobacco, sold on the Farmville market.

Manufacturing in Farmville has traditionally been in the form of tobacco stemming and re-drying activities along with other and smaller agriculture (principally tobacco)



related industries such as tobacco curers, fertilizer, and cottenseed oil. Although the tobacco market and its satellite industries are the principal reason for the existence of Farmville, the seasonal nature of the tobacco industry portrays one of the major problems facing Farmville today--seasonal unemployment. Since the tobacco industry is basic to the local economy (wealth producing by bringing money into the area so opposed to merely circulating it) and a dominant force in the economy, the seasonal nature of the industry tends to affect the other facets of the economy, particularly the non-basic consumer goods and service industries. An example of the seasonal nature of the tobacco related industries is that between January, 1962, and April, 1962, there was a 60 per cent decrease in employment in the local stemming and redrying industries, which at the peak of the tobacco season are the area's largest employers. In addition, the census of 1960 taken in April, reported 18.1 per cent of Farmville's labor force of 1,610 as unemployed. It appears that since the area's largest employer is dependent upon a large seasonal labor force, the reciprocal, seasonal unemployment, is necessary to provide the labor surplus. The only logical answer to this problem seems to be the provision of a complementary seasonal industry, whose peak employment period would be spring and summer. Farm labor acts in this way to some extent, although, as stated earlier, it no longer provides the job opportunities that it once did.

A new trend is developing in the Farmville manufacturing picture, however. The addition of a building board mill, a garment factory and a textile plant (now under construction) provides over 500 additional jobs in manufacturing for the area. Some effects on the community of the new trend in manufacturing in Farmville can be realized from the following. According to a local survey, between 1957 when the building board mill was located in Farmville and the summer of 1962:



- Over 100 new homes have been constructed - approximately 25 of these for building board mill employees.
- Retail and service business sales are estimated to have increased 25 per cent. New employees in retail sales have been estimated at 60 to 70.
- Two pulpwood buying companies have located in the area with approximately 30 employees.
- Chipping and debarking operations serving the mill employed approximately 50 men not including those employed in transportation.
- The Town of Farmville acquired 15 new employees including 3 policemen.
- Massive water and sewer improvements have been made and a new fire station constructed.
- The local school system has employed 12 new teachers with additional teachers planned.

From the above survey it can be seen that the location of new industries in the area can have a favorable effect upon the economy of the area. On the other hand, it is obvious that land use and municipal facilities planning are necessary parts of the new trend in industrialization.

Retail Trade - According to the Census of 1960, 240 of Farmville's labor force were employed in retail trade along with 106 residents of the remainder of the township. Retail sales in 1958 (latest available figures) amounted to \$8,583,000 which was 13.9 per cent of total county retail sales. Although this is an actual increase from the 1954 figure of \$7,854,000, the 1954 total accounted for a greater part, 15.4 per cent of total county retail sales. This is not an uncommon situation, however, due to the outward movement of motels, restaurants, service stations and other business to highways and junctions outside of incorporated areas.

Total retail sales in the county in 1961 according to Sales Management Magazine amounted to \$74,931,000. If in 1961 Farmville retained its 1958 percentage share of county retail sales, 1961 retail sales for the town would equal \$10,415,409.





That Farmville is a retail trading center of more than local significance is indicated by the following. As a national and state average, two-thirds of personal income is spent in retail trade. If area spending habits reflect these averages, Farmville's 1958 retail sales of \$8,583,000 would represent a two-thirds expenditure of a total personal income of \$12,573,000. Now, since the total personal income of Farmville Township in 1959 equaled \$6,001,928, a two-thirds expenditure of this income would be \$4,001,485. Therefore, even assuming that all residents of Farmville Township spent two-thirds of their personal income in Farmville's retail trade, 53 per cent of Farmville's retail trade dollar would come from outside Farmville Township.

Although it is beyond the scope of this study to define Farmville's retail trade area, it is probable that the town has its greatest influence over the townships of Farmville, Falkland and Arthur in Pitt County; Carrs, Olds, Speights Bridge, and Ormonds in Greene County; Otter Creek in Edgecombe County; and Saratoga in Wilson County. Those parts of this area nearest Farmville and farthest from larger trading centers most likely come under greatest influence from Farmville.

The population of this ten-township area has declined slightly over the past twenty years from 26,810 in 1940 to 25,200 in 1960. Based upon past trends, a slightly decreased population of 24,282 is projected for the area for 1980.<sup>4</sup> Of the ten townships, only Farmville, Falkland, Fountain and Carrs are projected for increases in population. These four townships are projected for increases totaling 1,711, however, 828 of these are projected for Falkland Township, which abuts upon Greenville and which is most likely largely outside the

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<sup>4</sup> Ibid.



area of Farmville's retail trade influence. Therefore, in the total picture, Farmville can expect, if pre-1960 trends continue, the possibility of a slightly declining population in its area of retail trade influence. However, if recent trends continue, the Farmville business area can expect increased trade and expansion coincident with industrialization and the resulting increase in basic wealth and population.



## LAND - THE PLANNING BASE

While those engaged in planning are constantly aware that all planning efforts are for the benefit of the public, they are equally aware that the foundation for planning is set by the land--its location, physical characteristics, and present use. The amount of land available, its use, and its development potential are important determinants in what kind of community Farmville will be in the future.

The Site - Farmville is located on an inter-stream area between Little Contentnea Creek on the north and Middle Swamp Creek on the south. The site is relatively flat with slight slopes occurring toward the streams. On the north, development of the town has approached the flood plain of Little Contentnea Creek and any further major development in this direction will necessitate crossing the creek. There appears to be ample space into which the town may expand in other directions during the foreseeable future.

Along with Little Contentnea Creek, the system of railroads crossing the town site have exerted great influence upon the shape and form of the community. It is only in a few instances that development has crossed these barriers and these developments have occurred relatively recently. These two barriers to development will have to be taken into consideration in future development plans for the community.

Urban Fringe Development - There are two areas of significant urban-type development located outside the town which will have a major effect upon the character of development as the town expands. These developments should receive consideration in planning proposals. These areas are the mixed highway commercial and residential development at Marlboro and the industrial development west of the town along the Norfolk and Southern Railroad. Other urban type developments on the town fringe which will play roles in the future development of the town fringe are the residential





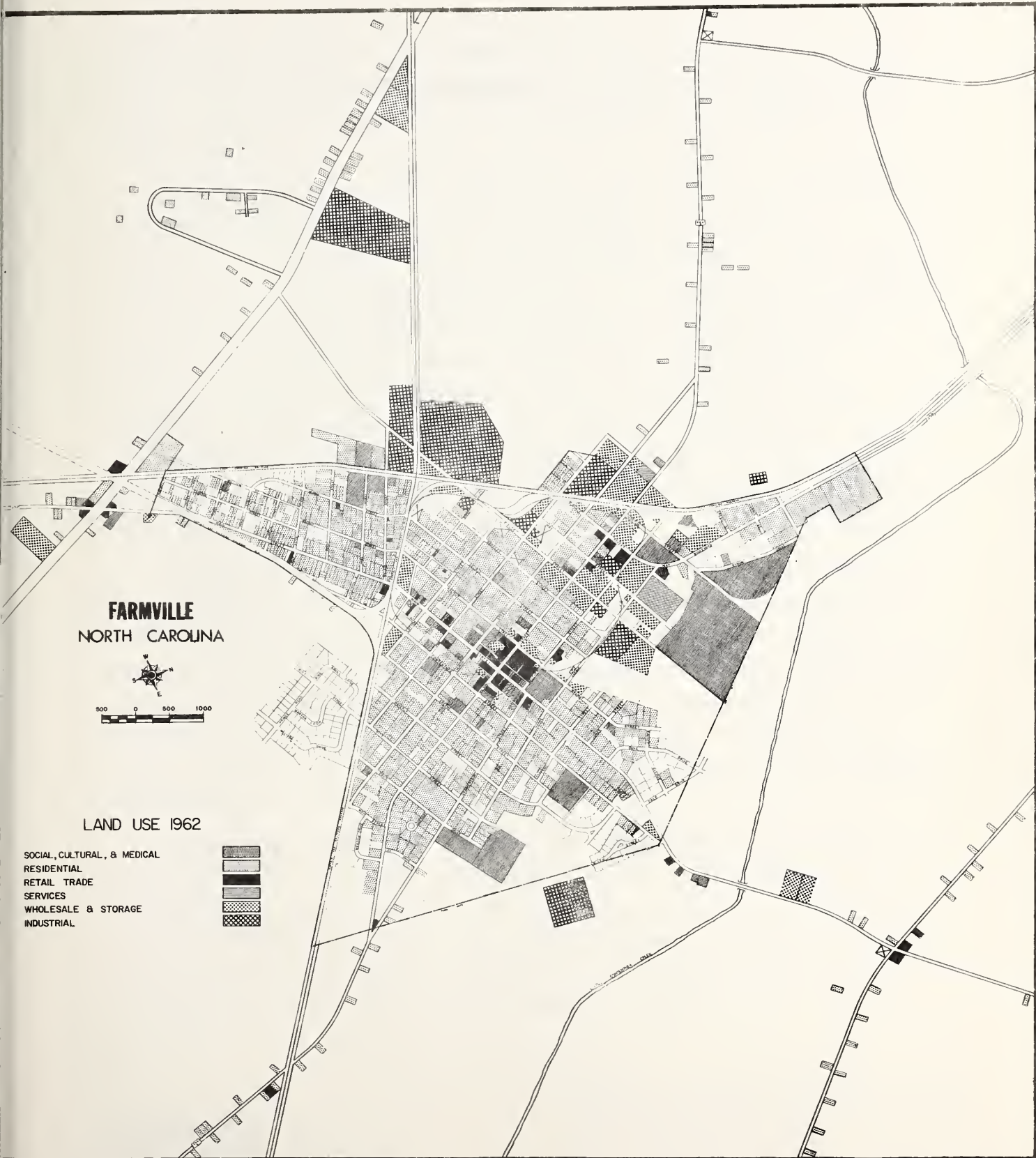
**FARMVILLE**  
NORTH CAROLINA



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**LAND USE 1962**

SOCIAL, CULTURAL, & MEDICAL  
RESIDENTIAL  
RETAIL TRADE  
SERVICES  
WHOLESALE & STORAGE  
INDUSTRIAL





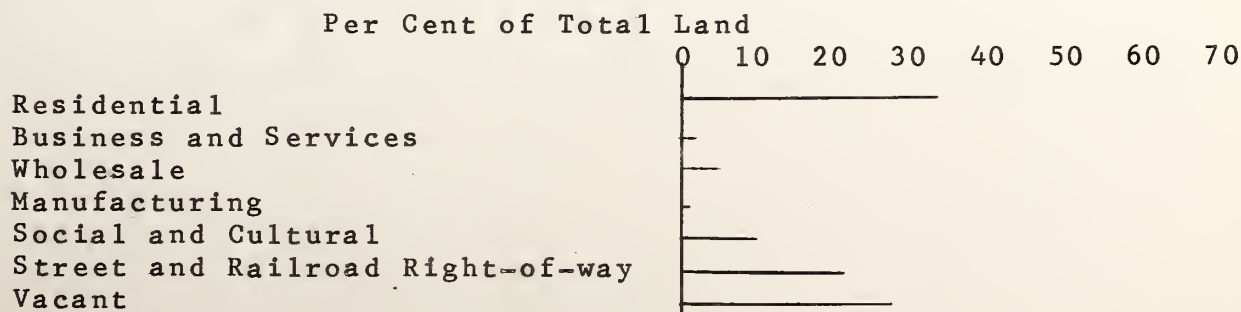


development along U. S. Highway 264 By-pass west and Loop Road, the residential development along U. S. Highway 264 A west, and several newly platted subdivisions around the town fringe.

Thoroughfares - The lack of an efficient and effective system of thoroughfares is very evident in Farmville. A study of the Average Daily Traffic Flow Map will show that, except for the traffic carried by U. S. Highway 264 By-pass, all other major through and cross town-traffic movements must pass through the center of the business district whether it has a destination there or not. Part of the problem of the circulation system can be attributed to the presence of the creek and railroad barriers, and part can be attributed to the lack of a well-conceived plan to use as a guide as the town developed.

Public Utilities - Utilities such as water, sewerage and electric service are well provided in Farmville. A recent Accelerated Public Works Program grant, matched locally, will provide water and sewerage service to all parts of the build up area along with an additional sewerage treatment plant. The addition and extension of these systems adds a great amount of potential to the future development of the community.

Existing Land Use - Of the 867.08 acres in the town, 633.21 acres, or 73 per cent, are in use. The Generalized Land Use Map shown earlier presents the pattern of land use in and around the town. The charts below show graphically the manner in which the land within the town is put to use in regard to total land and developed land.

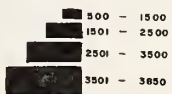




**FARMVILLE**  
NORTH CAROLINA

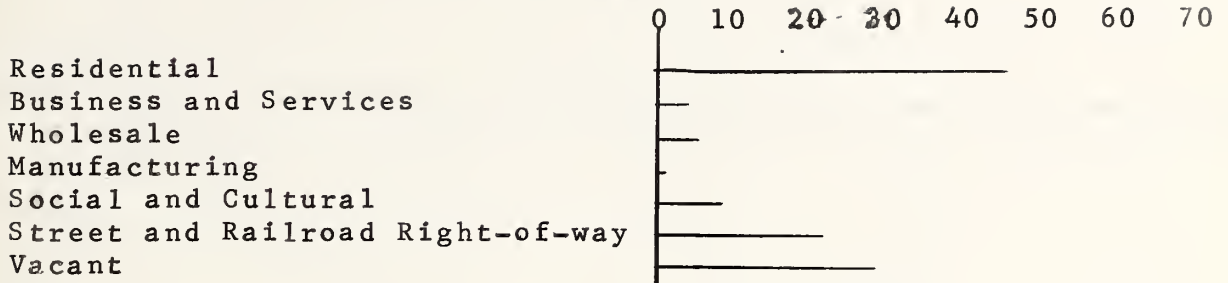


AVERAGE  
DAILY TRAFFIC FLOW  
1961





Per Cent of Developed Land

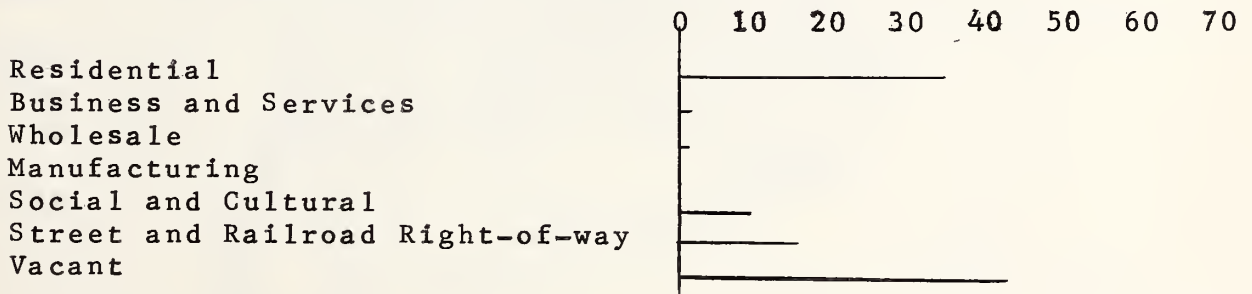


Planning Districts - In order to more closely examine the town's land development patterns and trends, the town has been divided into four planning districts. These are shown on the map on the following page. The following is a graphic analysis and list of observations of each of these districts.

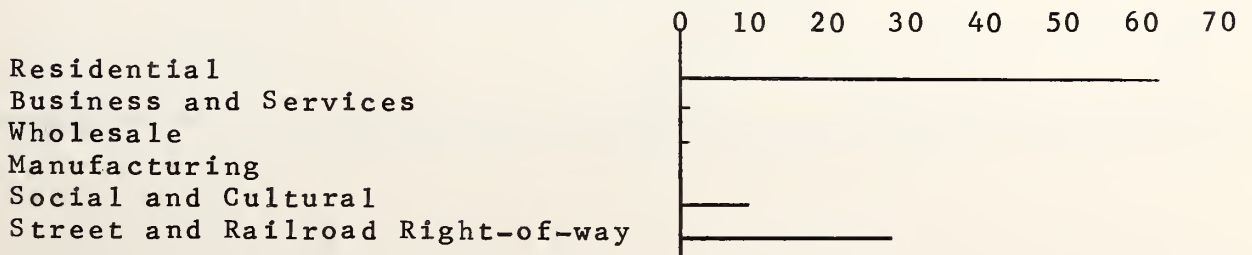
#### PLANNING DISTRICT ONE

This area has 315.24 total acres of which 59.5 per cent is developed.

Per Cent of Total Land

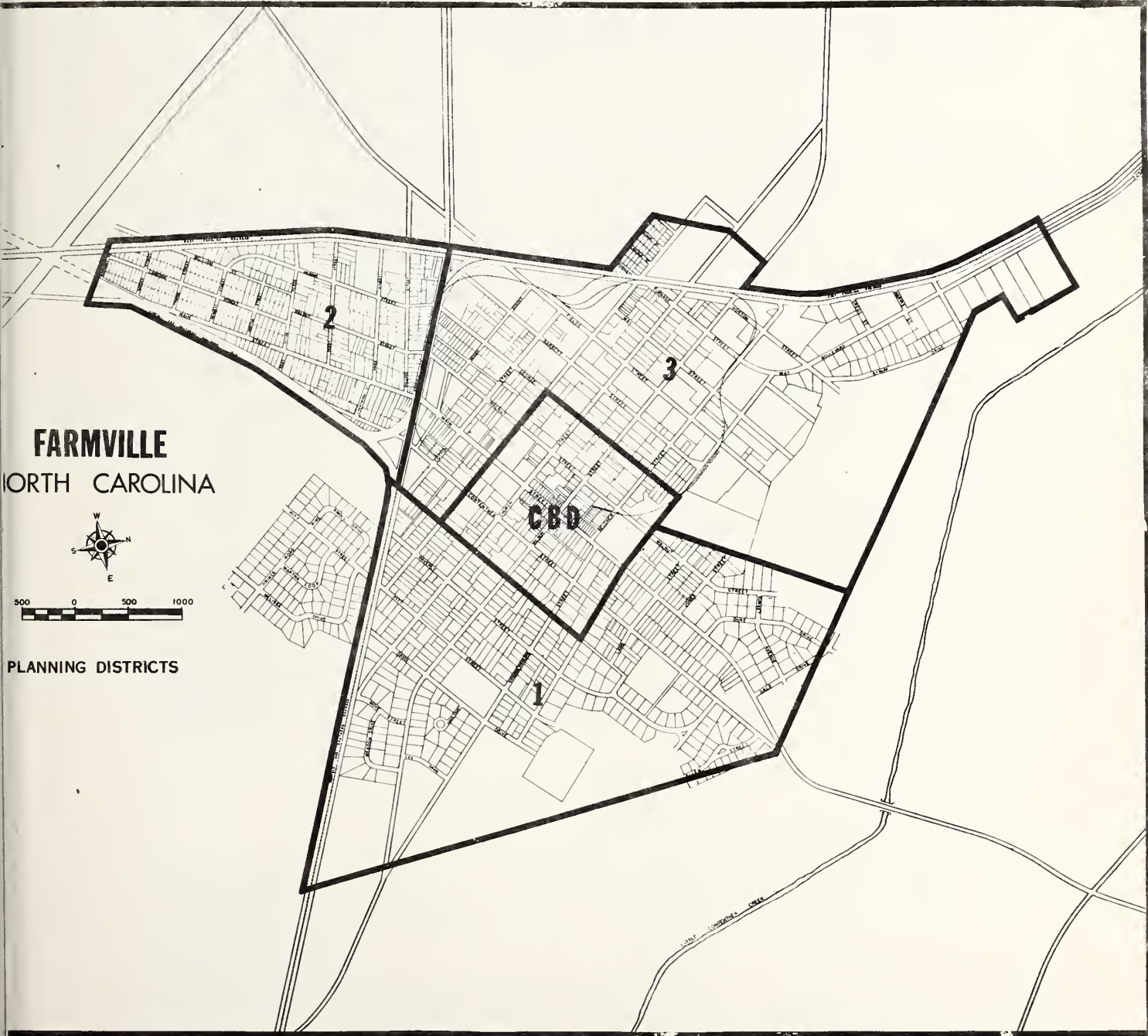


Per Cent of Developed Land









**FARMVILLE**

**ORTH CAROLINA**



**PLANNING DISTRICTS**



## Observations

● District One is the least developed of the four areas having 40.5 per cent of its area undeveloped.

● This area has experienced considerable residential growth of good quality recently, and this type development will probably continue.

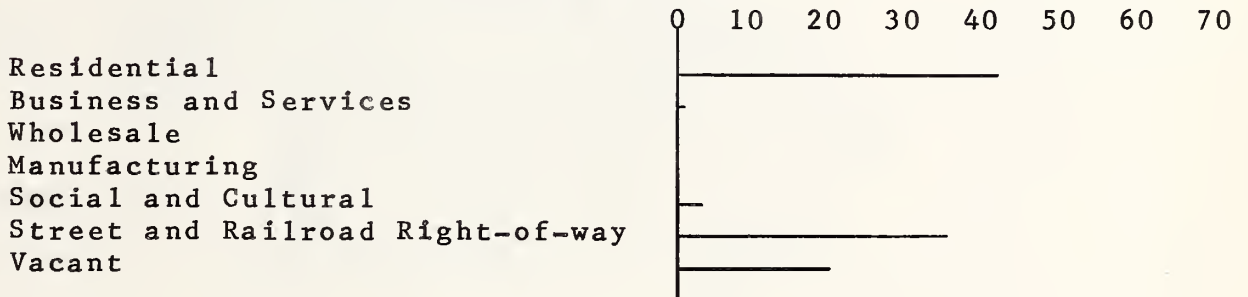
● Of the three residential districts of the town, this district has fewer areas of substandard housing. In addition, most of the streets in this area are paved.

● This district should remain residential in character and free from conflicting uses.

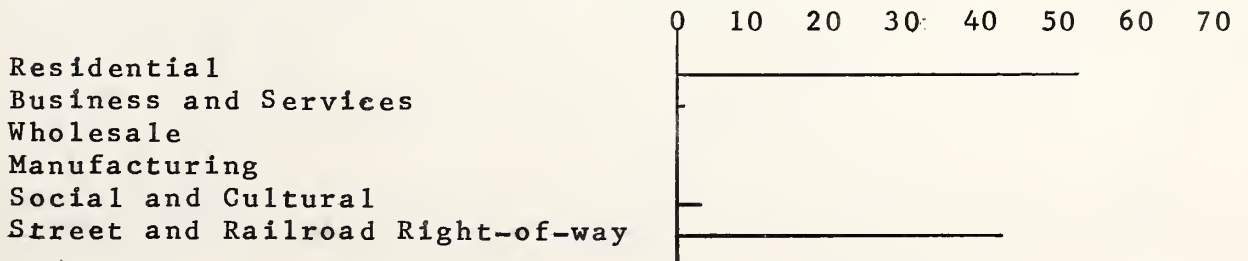
## PLANNING DISTRICT TWO

District Two has 125 acres of which 80.6 per cent are in use.

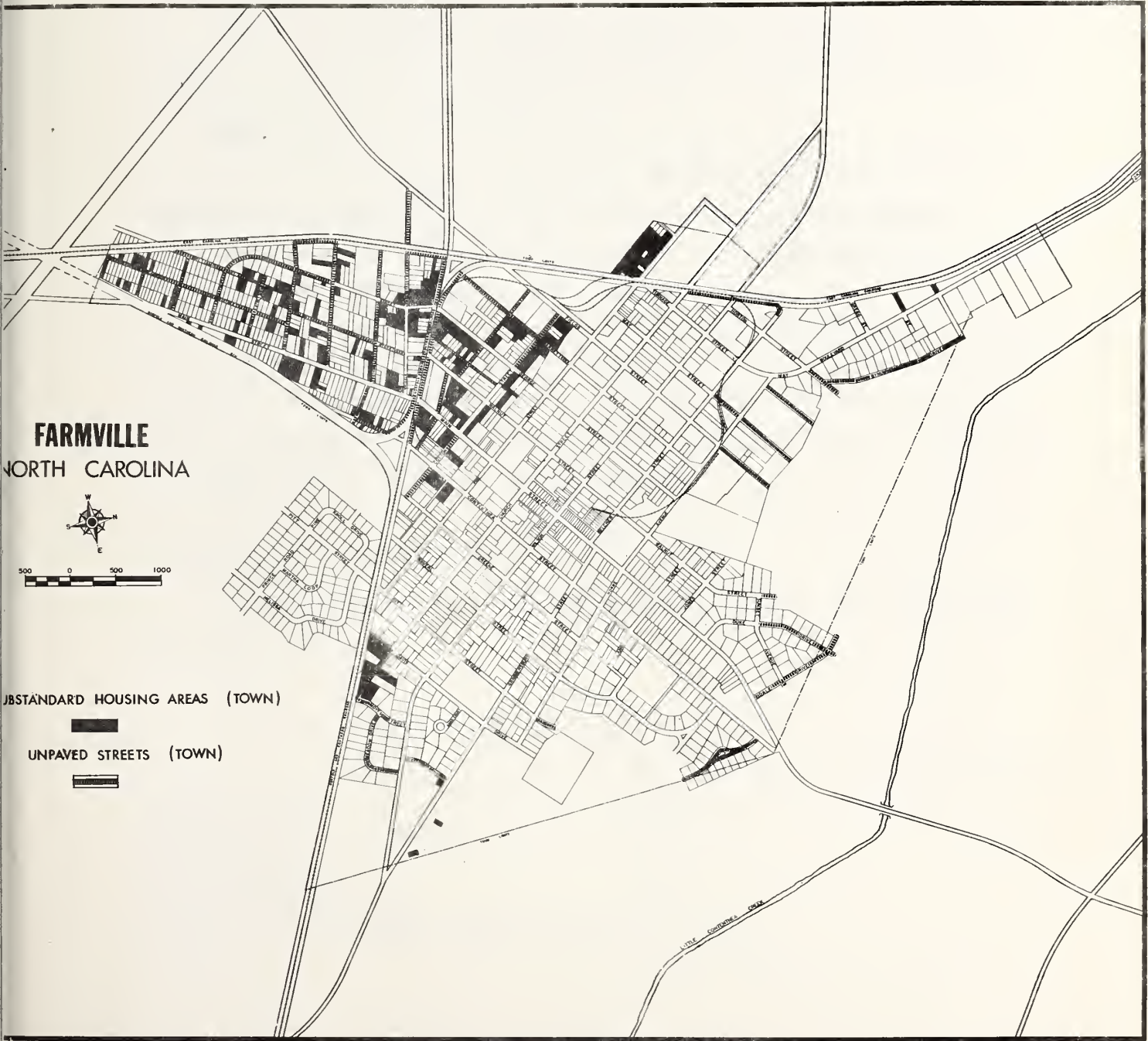
Per Cent of Total Land



Per Cent of Developed Land







# FARMVILLE

NORTH CAROLINA



500 0 500 1000

NON-STANDARD HOUSING AREAS (TOWN)



UNPAVED STREETS (TOWN)







## Observations

● This district has a large amount of substandard housing and all streets except Main Street and portions of two others are unpaved.

● This triangular shaped district is bounded on all sides by railroads or railroad right-of-way making natural expansion of the area difficult.

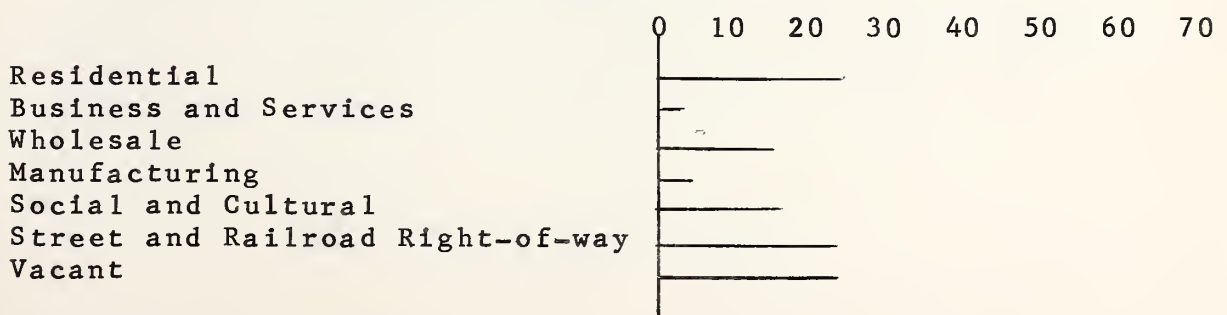
● The future of this area in regard to land use will likely lie in putting the vacant parts of the area into residential use. The extension of water and sewerage service into all parts of this area should make residential use of these vacant lots more attractive.

● There is a definite need for clearance and redevelopment of some of the blighted areas of this district. This appears necessary in order to protect the public interest. Also, a major street paving program in this area is needed to bring the streets up to standard.

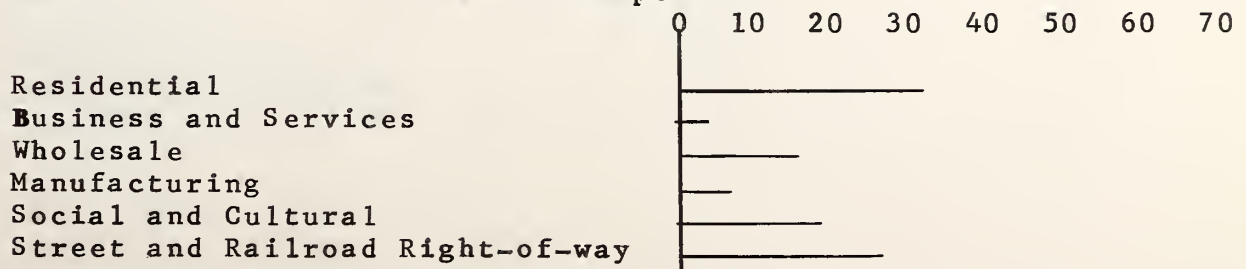
## PLANNING DISTRICT THREE

This district has 352.53 acres of which 78.4 per cent are developed.

Per Cent of Total Land



Per Cent of Developed Land







## ► Observations

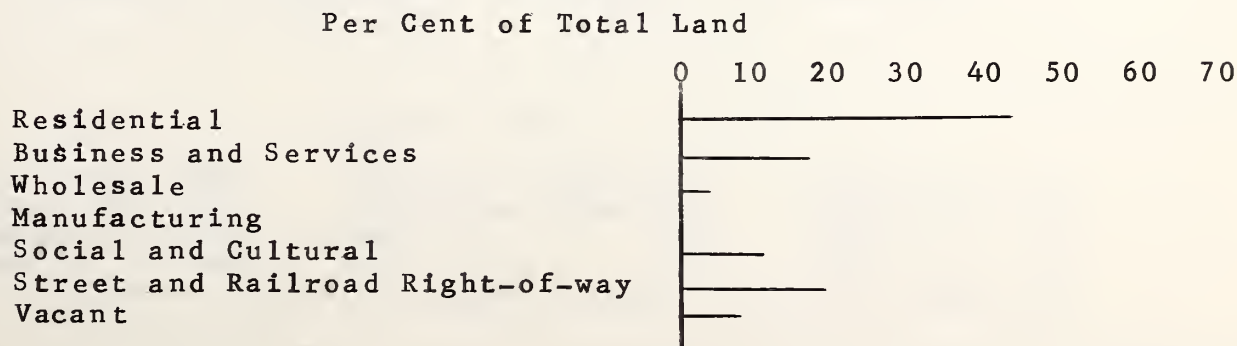
● District Three contains a variety of types of uses which have a range in quality of development and compatibility with one another. Among developments observed in this district are the following:

1. Some of the finest older homes in the community.
2. Two areas of substandard housing and streets - one near the Norfolk and Southern Railroad, the other next to the stemming and redrying plant.
3. An area of warehouses, manufacturing and commercial uses mixed with residences.
4. A nucleus of new, good quality housing.
5. A golf course and a recreation area, although neither is conveniently located.

● Because of the mixed character of District Three, planning and zoning decisions will require close study in order to protect the amenities of the area and bring about a greater degree of orderliness.

## PLANNING DISTRICT FOUR - CENTRAL BUSINESS DISTRICT

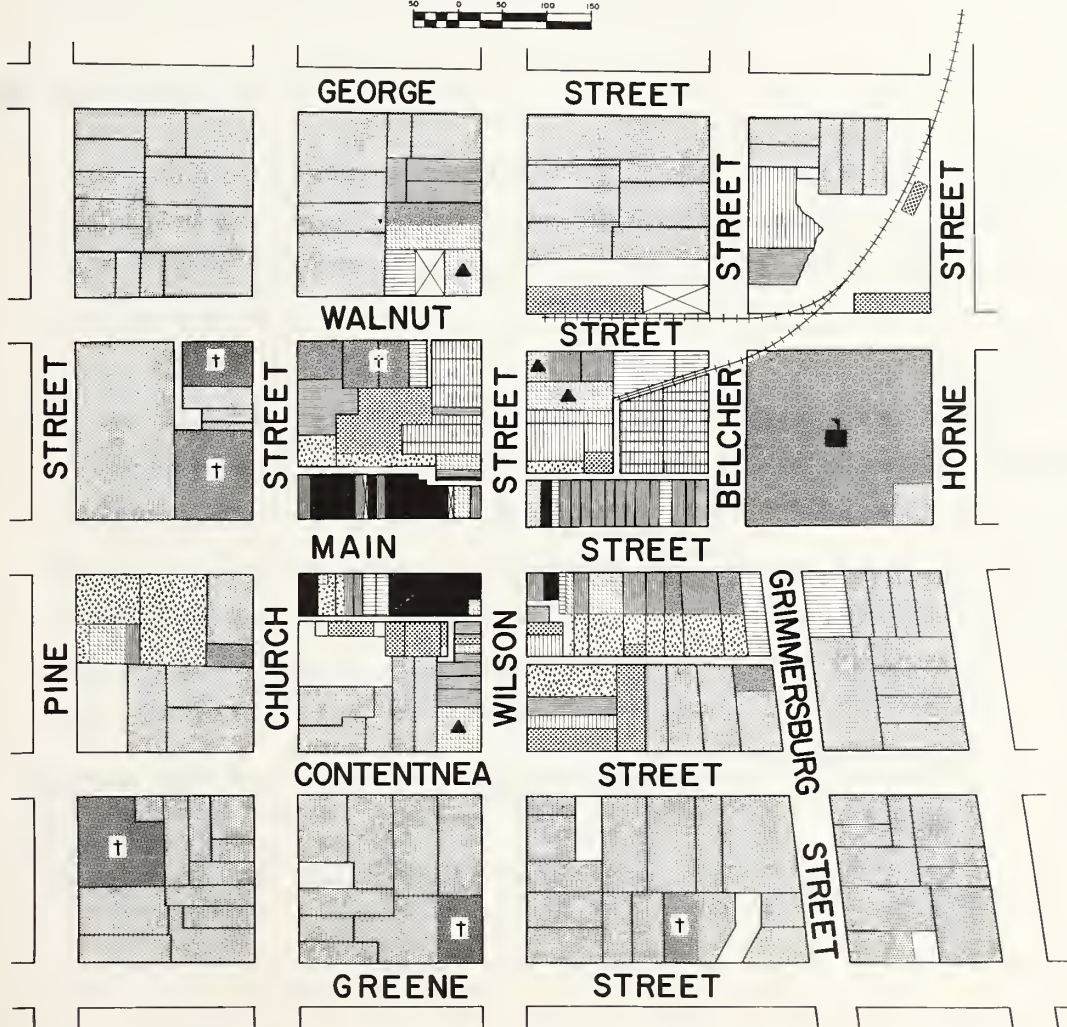
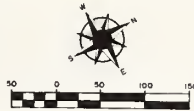
The Central Business District is almost entirely developed land having 92.5 per cent of its 74.03 acres in use. For the pattern of development, see the map on the following page.





# CENTRAL BUSINESS DISTRICT

FARMVILLE, NORTH CAROLINA

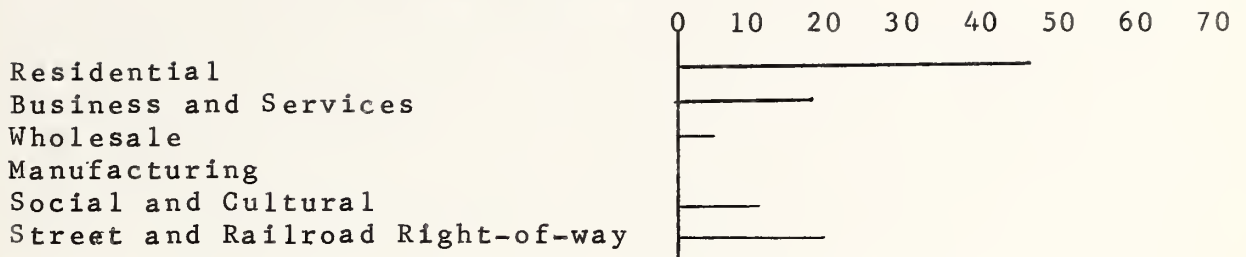


LAND USE - 1962

PRIMARY TRADE		WHOLESALE AND STORAGE		RESIDENTIAL	
SECONDARY TRADE		TRANSPORTATION TERMINAL		VACANT BUILDING	
CONVENIENCE TRADE		PARKING		VACANT LAND	
SCHOOL		SERVICE STATION		CHURCH	
SOCIAL, CULTURAL AND MEDICAL		CONSUMER, PROFESSIONAL AND BUSINESS SERVICES			



### Per Cent of Developed Land



### Observations

● The primary business street is the two blocks of Main Street between Church and Grimmersburg Street. The secondary business area is along Wilson Street - Main Street intersection.

● The land within the CBD is in use for the most part with vacant lots only occurring in scattered areas.

● Since the CBD performs one of the major economic functions of the community, it is recommended that the future of the district be analyzed and planned in a separate and detailed study. Such a study should consider the economic factors involved and map the future directions of the area with recommendations for:

- Land use arrangements and directions of growth.
- Pedestrian and vehicular circulation.
- Off-street parking.
- Landscaping and beautification.





## PLAN DESIGN

This section presents the Plan as developed through its major physical forming elements. The primary concern of this section is in defining a desirable form and arrangements of land uses for the future community so that detailed plans may be formulated and brought into reality with confidence in their relationship with the over-all anticipated pattern of development.



## PLANNING OBJECTIVES AND GUIDELINES

The primary goal of community planning is to establish a comprehensive system of objectives to guide current activities of people toward a better community environment. The following list of planning objectives have been adopted by the Planning Commission and, accordingly, give direction and scope to the philosophy of the Plan.

To give direction to anticipated growth and change by providing a Plan through which the physical arrangement and rearrangement of the community will result in a more efficient, effective, and compatible relationship between the public, residential, commercial and industrial segments of the community.

To conserve and develop safe, sound and attractive residential neighborhoods through encouraging proper area design practices, the provision of ample open space and adequate community facilities, and the strict enforcement of building and housing codes and ordinances.

To encourage the redevelopment of the CBD to produce an attractive physical center in which it may better perform its function.

To encourage other commercial areas to develop primarily as areas offering convenience goods to the neighborhood or as highway service centers with the CBD continuing to perform the regional function.

To establish expansion room and new sites for industry in harmony with community development and good principles of industrial site location.



To provide a plan for an adequate system of major streets and highways, in relation to desirable land use patterns, which will insure safe, efficient and rapid traffic circulation throughout the urban community.

To encourage the rehabilitation or replanning and redevelopment of areas of the community which have become deteriorated or blighted.

To encourage the provision for the community a high level of public facilities through whatever means are most feasible from the standpoint of service, economy and governmental organization.

To promote the highest possible standards and principles for conserving and extending the natural and man-made amenities of the community.



## THOROUGHFARES

The system of major thoroughfares form the basic framework of the urban street system. Each type of street is designed to serve a specific purpose and the design requirements will vary according to the function of the street, the anticipated roadside development, and desired vehicle operating speeds. Based upon the principal function of the thoroughfares, the ideal thoroughfare system can be broken down into these four elements:

Radial Streets - These thoroughfares function to carry traffic to and from outlying areas and the town, focusing on the center. This is a major traffic movement and the economic strength of the central business district depends heavily upon this type thoroughfare.

Cross-town Systems - The cross-town streets carry traffic along the border of the central business district as it moves along radials from origins beyond the CBD on one side to destinations beyond it on another. This system also forms a loop around the CBD and allows traffic to circle and enter parking areas at points convenient for shopping. The cross-town system, which is also the CBD loop, relieves the streets in the CBD of unnecessary traffic; that is, traffic without a CBD destination. The shopping area streets are free to function solely for traffic circulation to parking areas and for loading and discharging passengers and goods or as pedestrian promenades.

Loop System - This system is planned to carry traffic between suburban areas of the town without its having to go through the center of town. Although a loop may completely encircle the city, the typical trip will be from an origin starting near a radial thoroughfare, utilizing only a section of the loop, and terminating near another radial thoroughfare; for instance, a trip from home to an outlying industrial area. The loop thoroughfare does not





necessarily carry heavy traffic volumes, but its function is to relieve congestion in the center of the city and reduce travel time. A section of the loop system may serve as a low traffic volume by-pass.

By-pass - A by-pass is designed to carry traffic through or by an urban area, thereby providing relief to the city street system by removing from it traffic which has no desire to be in the city. Sometimes a low traffic volume by-pass can be designed to function as part of a loop system. The general effect of a by-pass is to expedite the movement of through traffic and to improve traffic conditions within the city. The freeing of local streets for use by shopping and home-to-work traffic tends to increase the economic vitality of the local area.

The major thoroughfare plan for Farmville is concerned with two principal problems: the designation of existing streets to form the framework of an idealized plan; and, the designation of alignments for new streets to complement that system. The latter will mainly concern the development of a loop system and a low volume by-pass for U. S. Highway 258.

The preliminary major thoroughfare plan for Farmville as shown on the development plan has all the basic elements of the idealized thoroughfare plan discussed above. Certain modifications have been made to fit the particular needs and conditions found in Farmville. While this plan sets forth a system of streets which should serve the traffic needs in Farmville, it should be noted that only an initial investigation has been made. Therefore, much additional work will have to be done in order to fully determine the proper street locations, street design standards, and priorities for construction. The standards necessary for the proposed thoroughfares will depend upon the findings of studies made to determine the traffic volumes to be expected between the probable origins and destinations in Farmville as they develop in the future.



## INDUSTRIAL

Land proposed for industry includes new sites as well as expansion room for existing industries. Principles upon which the designation of these areas were based and important guidelines to follow in industrial site development are as follows:

Good access to transportation routes.

Well-drained locations free from flooding with topography that will not demand expensive grading.

Sufficient size for operations, parking and expansion.

The availability of necessary utilities such as water, sewerage, and power sources or sufficient potential development to merit extension of these facilities in the quantity or size necessary.

Attractive surroundings free from incompatible uses such as homes, schools and churches.

In addition to the specific locational requirements, the relationship of industrial areas to the total community must be considered. Plants which generate large traffic volumes must be located with access to major thoroughfares so as not to create traffic through residential areas. In all cases, industrial areas should be set off with proper buffers and located in suitable relationship to established and anticipated development patterns--the journey to work, direction of prevailing winds, and similar considerations. Proper industrial location considerations not only protect the community from possible adverse influences but also protect industry by recognizing its equity within the urban scene.

## COMMERCIAL AND SERVICE

Commercial and service areas designated on the plan are designed to serve three major functions: the regional serving function of the central business district; neighborhood service; and highway and industrial area service.



The central business district of Farmville performs one of the major basic economic activities of the community. Since there is a vigorous competition for trade among regional shopping districts in the area and since the desirability of a shopping district as measured in both tangible and intangible terms is often the deciding factor in where a shopper will trade, it is recommended that a detailed study be made of the central business district and a plan formulated for its future development.

### RESIDENTIAL

Residential areas designated on the map should offer a variety of types of developments with a range in cost. Since there are few available vacant lots within present residential areas, most new construction will take place on the fringe of the present built-up area. At this writing, several new residential subdivisions are in various stages of development at various locations on the town fringe.

In order to regulate density and secure the passage of light and air, lot sizes of a minimum of 6,000 square feet should be developed in the area served by water and sewer. Residential development outside the area served by water and sewer should utilize lots with a minimum of 20,000 square feet to insure a healthful environment while using on-site water and sewer facilities. Areas served by water but not sewer should develop with minimum lot sizes of 15,000 square feet.

In addition to the above considerations, residential areas should be selected and developed with careful attention to the following standards:

| Sites should be well drained and free from danger of flooding.

| They should be located and designed so as to be free from incompatible land uses.





The developments should have easy access to major streets connecting with places of work, shopping, and culture and recreation; however, the internal street system should discourage through traffic.

A full range of utilities should be available or suitable substitutes provided.

Neighborhood school sites, parks and playground areas, and other community facilities should be made available to the public where such facilities are indicated as needed within the area being developed.

Areas of reasonable size should be developed or smaller areas should be contiguous. Small patches or isolated sections of residential development are generally more susceptible to deterioration and present added expense in providing community facilities.

Before plans are finalized for small areas, master plans for the use of the larger area should be formulated.

#### OTHER ASPECTS

Schools - Although it is beyond the scope of this Plan to formulate a detailed school plan, the following major recommendations are made in the belief that their need is obvious, based upon the anticipated development of the planning area.

1. That Farmville High School be relocated in the vicinity of Joyner's Crossroads and that the existing facility be converted to a Junior High School. The site for the proposed facility should be of at least 40 acres.
2. That the H. B. Sugg High School be relocated on a minimum-sized site of 40 acres in an area more central to its service area. The present facility is recommended to be retained as an Elementary-Junior High School.

Open Space for Public Use - The circular areas shown on the Plan as proposed public and semi-public use areas are recommended as locations for neighborhood playgrounds, recreation areas and other public open space uses.



Proposed Lake - The proposed lake and surrounding park shown on the Plan would make an ideal community recreation area for swimming, boating and picnicking while at the same time provide flood damage control on Little Contentnea Creek and a secondary water supply for the town.



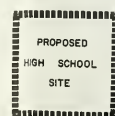
# FARMVILLE NORTH CAROLINA



PROPOSED LAKE

## DEVELOPMENT PLAN

- RESIDENTIAL
- SOCIAL & CULTURAL
- COMMERCIAL & SERVICE
- INDUSTRIAL
- THOROUGHFARES**
- EXISTING MAJOR
- PROPOSED MAJOR
- EXISTING MINOR
- PROPOSED MINOR







#### PUTTING THE PLAN TO WORK

Now that a Plan has been made, what can be done to bring actual development into correspondence with the Plan? Population trends, economic base and land use have been studied and logical diagrams for future growth have been developed. However, these proposals must be translated into concrete results if they are to become of more than academic value. This section will discuss some of the ways and means by which the Plan can be transferred into results, or, as it were, "put to work."



## ACCEPTANCE, MUNICIPAL POLICY, AND CITIZEN PARTICIPATION

Regardless of how good a Plan we have, it will be of little value if its proposals do not effectively guide development. To be effective it must be accepted and used by both private and public interests.

The Town Administration is continually formulating policies regarding utilities, streets, community facilities, taxes and fiscal matters. This Plan provides the framework for the development of such policies in the light of existing and future conditions. Without such a framework, or without the use of such a framework, policy formulation can be narrow in its conception of the consequence of adoption.

Most important, because it is all-encompassing, is the need for citizens' understanding and support of the Plan. The individual citizen and the citizen in collective groups must take a constructive interest in Town affairs so that he will understand the issues involved and be prepared to discharge as a citizen, his responsibilities in local government. In the general public lies the greatest opportunity for fulfilling the goals of planning through understanding and approval of the planning goals, and participation in achieving the goals.

## REFINED PLANNING

The Land Development Plan provides the basic framework for the detailed planning of both public and private developments. These might range from schools and thoroughfares to residential subdivisions and commercial areas. Using the Land Development Plan as their guide, public and private interests can mesh their detailed plans into an envolving pattern of a well planned community. Detailed planning, to effectively aid in implementing the Land Development Plan, should be carried on in at least the following areas:



Community Facilities - Through community facilities planning, comprehensive plans for public facilities such as schools, utilities and fire stations can be formulated based upon the general proposals of the Land Development Plan.

Public Improvements - This comprises the programming in logical sequence of the public improvements needed during the planning period as formulated through community facilities planning. Public improvements programming also includes consideration of cost estimates and fiscal planning.

Thoroughfares - Detailed thoroughfare planning consists of setting thoroughfare locations, right-of-way widths, design standards, and construction timing along with estimates of costs and financing responsibilities.

Central Business District - To insure the continued economic health of this important section of the community, CBD planning investigates such areas as traffic circulation, parking and loading facilities, floor space requirements, arrangements of uses, and attractiveness of appearance.

Community Renewal - Renewal planning in its broadest conception includes consideration of all public and private actions taken to provide a continuous, sound maintenance of the community. Major considerations in renewal planning is the identification of areas according to the renewal treatment needed. Such treatment might be code and ordinance enforcement, major repair or modernization, or, in cases of dilapidation, replanning, clearance and redevelopment. In sum, renewal planning should stress the completion of a workable program of action and preventative maintenance in dealing with the problems and causes of urban deterioration.





## ENFORCEMENT OF AVAILABLE LEGAL TOOLS AND PROCESSES

The public bodies and agencies responsible for the administration of planning and other development guides and controls have at their disposal a number of legal tools, which, if properly utilized, can significantly influence the efficient and orderly growth of the community in accordance with the philosophy of the Land Development Plan. These legal tools include building and housing codes, zoning, subdivision control, and urban redevelopment.

Building and Housing Codes - These codes are generally of two types. The first, which includes building, plumbing and electric codes, control the quality of construction in new buildings. The second, called minimum housing standards, acts to bring existing substandard structures up to minimum standards of habitation and to provide for the condemnation and removal of unsalvable structures. Together, these types of buildings and housing codes can act to insure a continued good quality of building construction and maintenance.

Zoning - The Zoning Ordinance is another tool which can be extremely effective in guiding development along the lines suggested in the Land Development Plan. Zoning is the power of the public to control the use of private property so as to prevent encroachments on the rights of others. Zoning derives from the "police power" whose purpose is to promote the health, safety, convenience, and general welfare of the community. In order to accomplish this, the ordinance divides all property into a number of categories or "zones," specifying for each the uses permitted or prohibited and setting forth certain performance standards and requirements. The Zoning Map indicates in which category each parcel of land is classified. Obviously, the text of the ordinance and the manner in which the zones are arranged on the map leave a great influence on the physical development pattern of the community.



Subdivision Control - One of the most important ways of guiding development is the Town's power to control subdivision design standards when land is divided into building lots within the Town and surrounding area.

The manner in which subdivisions are laid out and constructed greatly affect the physical form that the future town will take, for, in effect, the urban landscape consists of a mosaic of many individual subdivisions. The subdivider then, and the Town through subdivision control, are designing parts and patterns of the future community which will greatly influence its livability.

Good subdivision design can assure lots that are of proper size and shape; utilities and drainage that are adequate and safe; streets that are well designed and properly arranged; and subdivision layout that is properly related to its surrounding area and to the community as a whole. Subdivisions that are lacking in any of these areas may provide an unsatisfactory environment, hinder the development of adjoining areas, and burden the community with excessive costs for the improvement and maintenance of public facilities.

#### URBAN REDEVELOPMENT

Urban redevelopment is a program of legislative basis through which blighted and deteriorated areas of the community can be made sound and healthy. The urban redevelopment program is administered through a Redevelopment Commission appointed by the community. The Redevelopment Commission operates under the North Carolina Urban Redevelopment Law and in case of financial assistance from the Federal Government must also comply with the Housing Act of 1949 (as amended) which is administered through the Urban Renewal Administration of the Housing and Home Finance Agency.



The prime purpose of urban redevelopment is to renew blighted and deteriorated areas of the community. This can be accomplished through four processes depending upon the need:

Conservation (repair and modernization of fairly standard structures and areas),

Clearance and redevelopment (acquisition, replanning, clearance, sale, and redevelopment of blighted areas),

A combination of conservation and clearance and redevelopment, and

Reconditioning (application of minimum standards of repair and habitation to areas which will be cleared and redeveloped in the future).

Another important function of urban redevelopment is to promote private renewal action and preventative maintenance programs, and to advance community planning so that while blighted areas are being renewed, new ones are not being developed.

Urban redevelopment as a means of implementing the Land Development Plan can produce dramatic results. Many of the areas in which urban redevelopment could apply would probably be left behind in the normal process of community development. While other parts of the community were improving their environment, these parts of the community would probably be sinking further into deterioration and possibly spreading their blight. However, as part of the planning process, urban renewal can reach into the past and pull these areas up with and possibly beyond the over-all standards being sought by the community.







